



DPR LADIES OF LEADERSHIP

DEBUTANTE COTILLION
& SCHOLARSHIP PROGRAM

DC Department of Parks and Recreation

SPONSORSHIP PACKAGES

Background

The Debutante Cotillion is a scholarship competition, being offered to young ladies in the District of Columbia, in collaboration with the DC Department of Parks and Recreation (DPR).

The tradition of debutante balls dates back 400 years when Elizabeth I began the custom of presenting eligible young women at court. Elizabeth II ended the practice after the last presentation in 1958, but by then the custom had made its way to the United States where it remains family entrenched particularly in the South. The Department of Parks and Recreation has sponsored debutante cotillions and beautillion programs since 1986.

DPR is also seeking to award scholarships through select schools and the Debutante Scholarship Program. Funding for the scholarships and program components will come from individual ticket sales, corporate sponsors and donations.

The young ladies participating in this ball will begin meeting in August and participate in a selection of workshops, special events and community service projects. The young ladies will discuss topics such as grooming, etiquette and fashion. The “Ladies of Leadership” Debutante Program will consist of academic achievement components; provide scholarship towards their higher education; and promote servant leadership through volunteerism and community service. This Debutante program will promote high ethical standards, character development, good citizenship and social graces during the formative years. The program will also promote camaraderie and positive relationships with other young men and women. Lastly, the program will promote artistic expression and health through dance and movement.

The program objectives are achieved through a 12-week curriculum consisting of educational workshops, activities, community service projects and rehearsals. The Debutantes must complete a detailed application packet; interview and Debutantes must be recommended by a distinguished member of the community or sponsored by a leader in the community. Qualifying Debutantes will be high school students’ aged 16 and 18 and the event/ball will be a formal event. The Debutantes will wear white formal dresses, and the escort will wear tails. All participating debutantes and escorts will learn to ballroom dance. The “Ladies of Leadership” Debutante Cotillion and Scholarship Program will be the culmination of all the training, workshops and community service projects.

The Debutante ball will consist of dinner, dancing and speeches from DPR Director Keith Anderson and other participating members of the community and the program.

DIAMOND SUPPORTERS

\$25,000

- TITLE SPONSOR RECOGNITION BY DPR DIRECTOR AND PHOTO OPPORTUNITY RECOGNITION AS SCHOLARSHIP SUPPORTER (4) PARTICIPANTS
- REMARKS AT COTILLION
- FULL PAGE COLOR ADVERTISEMENT AS TITLE SPONSOR IN THE EVENT PROGRAM
- BRANDED SPONSORSHIP SIGNAGE FEATURED ON WEBSITE AND KEY LOCATIONS
- BRANDED SPONSORSHIP SIGNAGE FEATURED ON WEBSITE AND KEY LOCATIONS THROUGHOUT THE TRAINING PROGRAM/CLASSES AND COTILLION
- LOGO ON ALL MARKETING COLLATERAL & INVITATIONS
- LOGO FEATURED ON BANNER
- (2) HOST TABLES AT COTILLION
- COMPANY SWAG IN EACH ATTENDEES GIFT BAGS/TABLES MONTHLY
- SPONSOR MENTIONS ON DPR'S SOCIAL MEDIA OUTLETS

GOLD SUPPORTERS

\$15,000

- SPONSOR RECOGNITION BY DPR DIRECTOR AND PHOTO OPPORTUNITY
- RECOGNITION AS SCHOLARSHIP SUPPORTER (2) PARTICIPANTS
- (1) HOST TABLE AT COTILLION
- LOGO FEATURED ON SELECT MARKETING COLLATERAL & INVITATIONS
- COMPANY SWAG IN GIFT BAGS FOR EACH ATTENDEE
- HALF PAGE COLOR ADVERTISEMENT AS TITLE SPONSOR IN THE EVENT PROGRAM
- BRANDED SPONSORSHIP SIGNAGE FEATURED ON WEBSITE AND KEY LOCATIONS THROUGHOUT
- THE TRAINING PROGRAM/CLASSES AND COTILLION
- MONTHLY SPONSOR MENTIONS ON DPR'S SOCIAL MEDIA OUTLETS
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SILVER SUPPORTERS

\$10,000

- RECOGNITION BY DPR DIRECTOR AND PHOTO OPPORTUNITY
- RECOGNITION AS A SCHOLARSHIP SUPPORTER (1) PARTICIPANT
- LOGO PLACEMENT ON ALL MARKETING COLLATERAL AND WEBSITE
- 4 SEATS AT THE COTILLION
- TWO MENTIONS ON DPR SOCIAL MEDIA OUTLETS
- SWAG PLACEMENT IN COTILLION GIFT BAGS FOR ATTENDEES
- 1/4 SIZE COLOR ADVERTISEMENT PLACEMENT IN PROGRAM BOOKLET

BRONZE SUPPORTERS

\$5,000

- RECOGNITION AS A SPONSOR
- PLACEMENT IN ALL MARKETING COLLATERAL
- 1/8 (BUSINESS CARD) SIZE COLOR ADVERTISEMENT IN PROGRAM BOOKLET
- (2) RESERVED SEATS AT THE COTILLION

COTILLION SUPPORTER

\$1,000 - \$2,500

- LISTED AS A SUPPORTER IN THE EVENT PROGRAM AND ALL PRINT MATERIAL
- 1 - 2 TICKETS TO ATTEND THE COTILLION

For more information

Contact Karlene Ore-Kлимпacher

202-213-6117

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